




**STAFF REPORT
TOWN COUNCIL MEETING OF AUGUST 13, 2013
CONSENT AGENDA**

TO: HONORABLE MAYOR AND MEMBERS OF THE TOWN COUNCIL

FROM: BRIAN FRAGIAO, DIRECTOR OF PUBLIC WORKS 

DATE: AUGUST 5, 2013

RE: HORSESHOE BAR STREET BANNER REPLACEMENT

Recommendation:

Approve the banner designs, not-to-exceed cost of \$5,000 and direct staff to begin the order process.

Issue Statement and Discussion

At the June 11, 2013 Town Council meeting, Council directed staff to look into replacing the existing seasonal banners along Horseshoe Bar Road from Doc Barnes Drive to the Depot Building. Staff has found several banner companies that provide the correct dimensional size and material needed. One of the companies, Gettysburg Flag Works, has nice designs and is very reasonable in price. The banners will be digital print on vinyl material and are \$97.00 each. Currently, there are 12 locations on Horseshoe Bar Road that the banners are placed. Here is the proposed cost for the seasonal banners:

1. Spring Banners - $\$97 \times 12 = \$1,164$
2. 4th of July Banners - $\$97 \times 12 = \$1,164$
3. Fall Banners - $\$97 \times 12 = \$1,164$
4. Christmas Banners - $\$97 \times 12 = \$1,164$

Total = $\$4,656 + \138.76 (shipping) = $\$4,794.76$

Once ordered, the banners will take two to three weeks to be delivered.

Attached is a print of each banner. Staff will purchase two of each.

CEQA Requirements

This project is exempt under the California Environmental Quality Act (CEQA) Section 15301. (c&d) (Class 1), "Existing Facilities" of the guidelines.

Financial and/or Policy Implications

Funding will come from the General Fund Reserve Account.

SPRING



AI



A2



A3



A4



A5



AG



4th July

B1



B2



B3 & B4

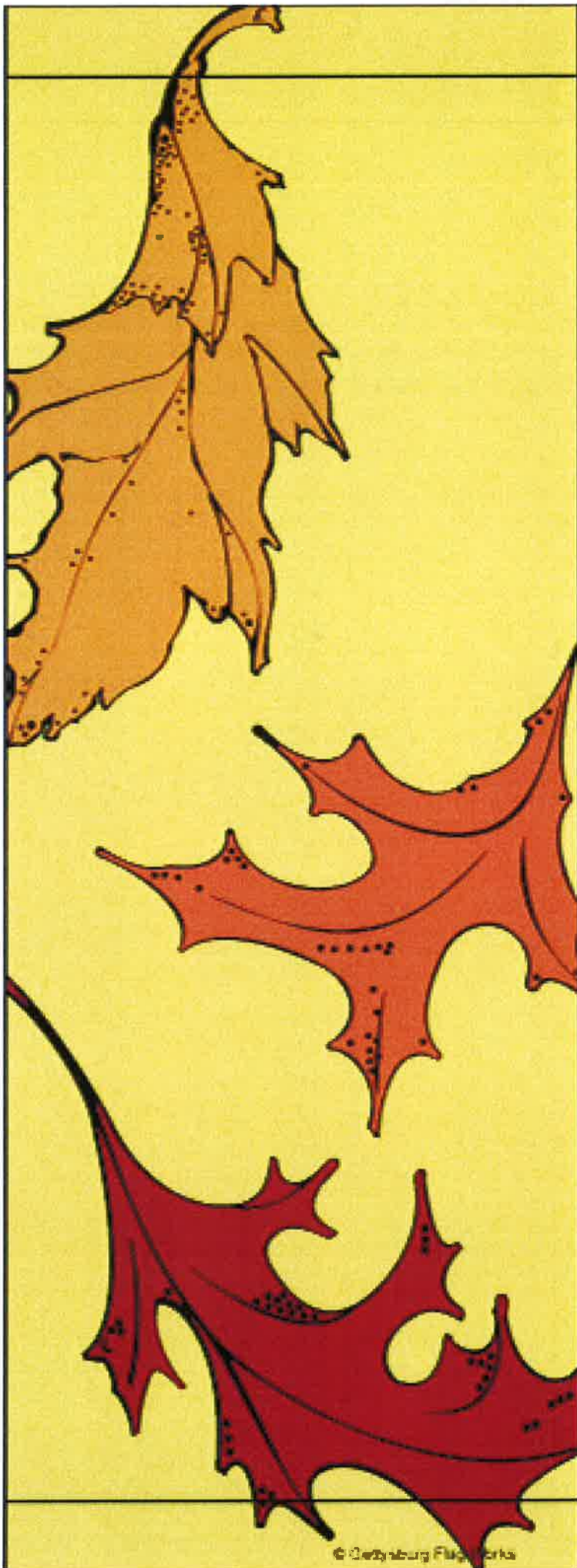


B5



© Gettysburg Flag Works.

Blo



FALL

Customized



C1

Give Thanks



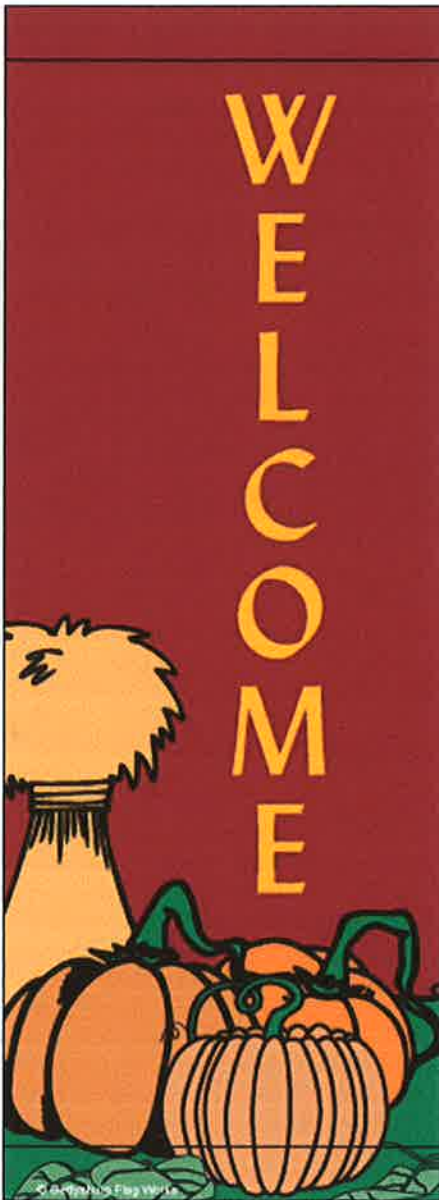
C2



C3



C4



C5



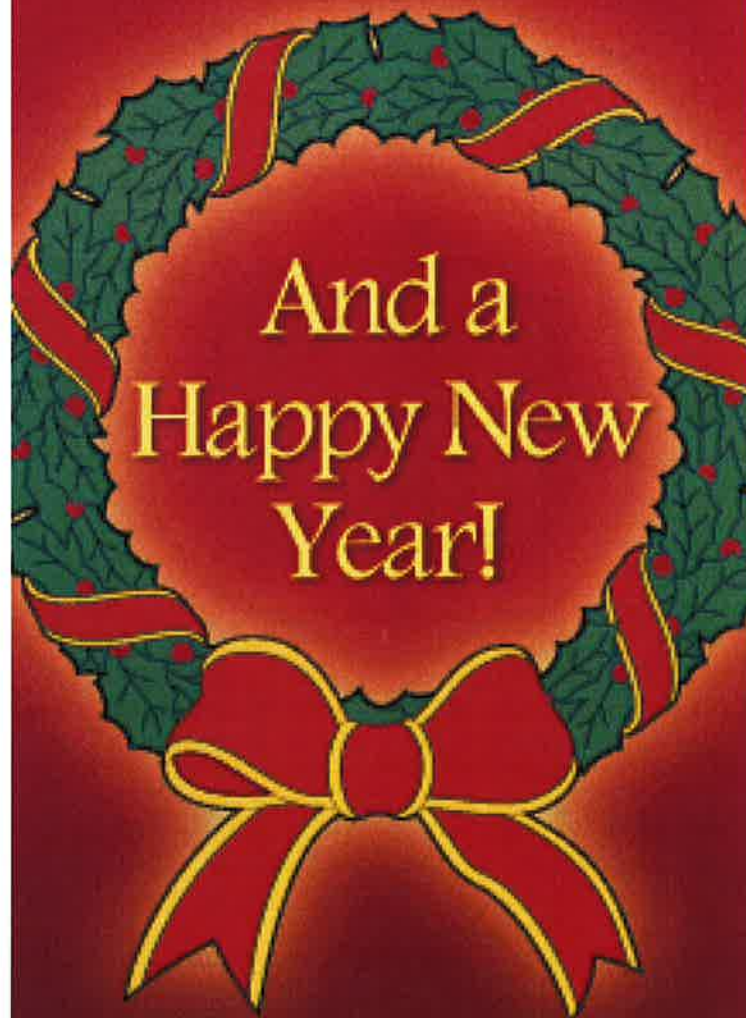
Customized



C6

Christmas

We wish
you a
Merry
Christmas



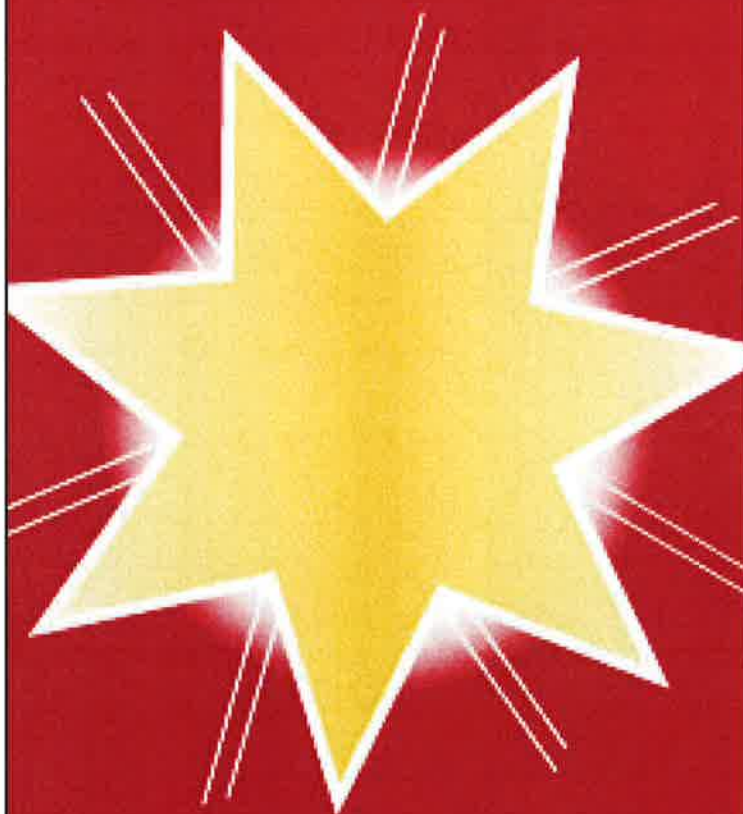
DI

*Holiday
Greetings*

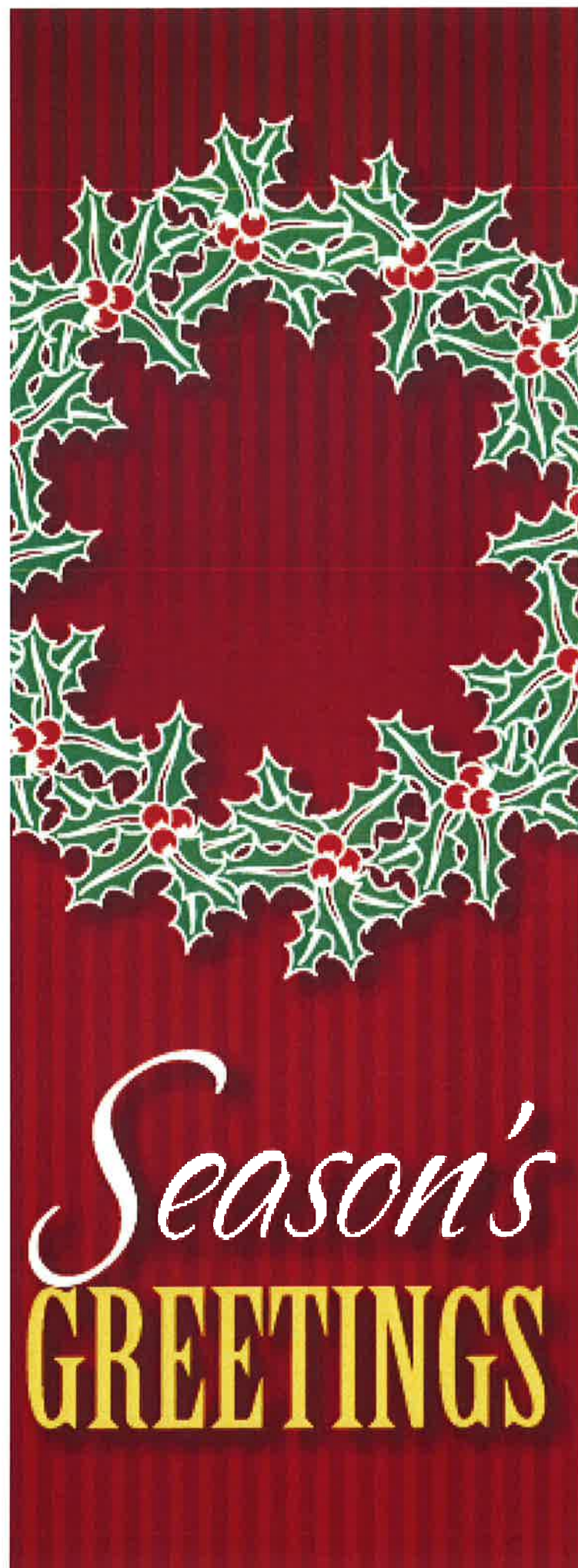


D2

*Merry
Christmas*

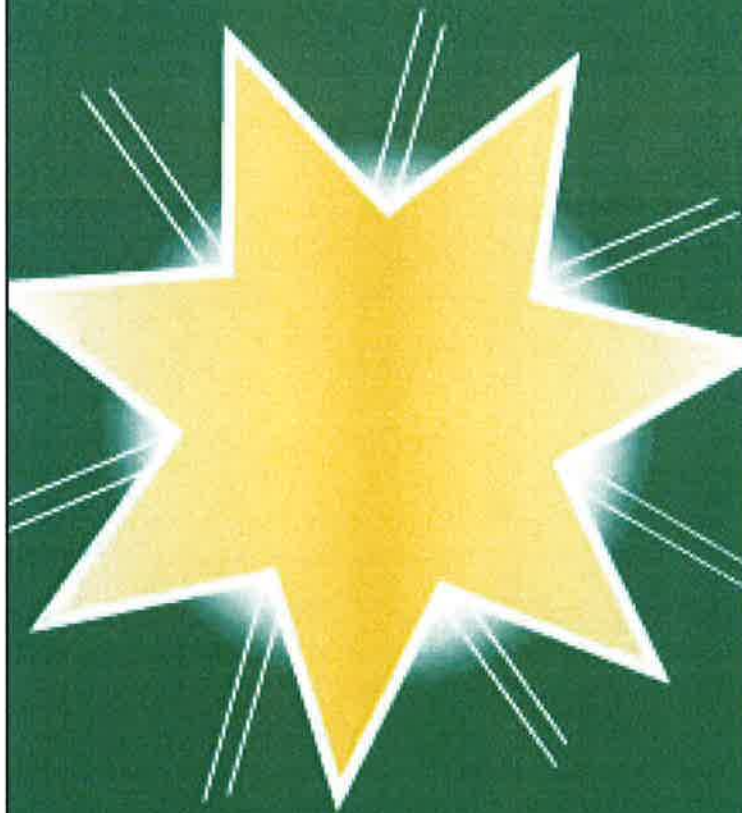


D3



D4

*Merry
Christmas*



JOY TO THE WORLD!



DL6